Professional Busin
Writing

ORASCOM
CONSTRUCTION

2016

By: Fikry Boutros

Adapted from: Locker, Business and Administrat
Communication

Introductions

Name: Fikry Boutros

Title: Consultant

Company: RP Egypt/ AUC

Expectations: To get to know you, to know your needs, and to work on your expectations of the course

How about you?

Workshop Objectives

> **By the end of this workshop, you should be able to:**

> Understand the different channels of communication

> Learn the correct form and format of each type

> Learn to communicate different types of messages (Positive, Neutral, Negative)

> General Email Etiquette

Workshop Objectives

➢ Compare different reports and identify the aspects of a good report

➢ Data collection for reports and proposals

➢ Using Visual Aids

➢ Learn how to write effective reports in terms of:

  ➢ Content

  ➢ Organization

  ➢ Language

Diagnostic Task

> In the coming 30 minutes, write an Email to your supervisor, informing him/her about this workshop and asking for 2 days off to come and attend it.

Why do we write messages?

> **Messages are written to:**
>> Inform
>> Recommend
>> Motivate
>> Persuade
>> Impress
>> Record
>> Instruct
>> What else…?

What does a good report look like?

Good reports are those that have a low *'cognitive cost'*.

In other words, they are:

> **Brief** – succinct, long enough to say what is necessary and no more.

> **Clear** – clearly written, no need for dictionary to understand it.

> **Precise** – saying exactly what is necessary, not digressing

> **In 'our language'** – no jargon unless necessary

> **Simple** – no complicated structures

> **Well structured** – logical sequence

> **Descriptive** – enough details for the message

Sample Email

> Read the following mail in a few minutes then evaluate it with your partner(s) in terms of:

> **Content and Organization**

Logical sequence, paragraphs, clarity…

> **Language**

Sentence structures, grammar, vocabulary…

Planning the message

➢ Considerations when planning your message:

    ➢ What's my **purpose**?

    ➢ Who's my **audience**?

    ➢ What's the **context**?

    ➢ What's the **content**?

Report Structures (1)

1. Direct

➢ Starts with the conclusion or recommendation, and then supports it with data.

2. Indirect

➢ Provides specific facts and analysis of these facts, leading up to a conclusion or recommendation.

Report Structure (2)

3. Chronological

➤ Uses time order as the central organization component. This structure is usually useful for documenting trips or incidents.

4. Problem/Solution

➤ Presents a problem, followed by a proposed solution.

Report Structure (3)

5. Cause/Effect

> Identifies and discusses the causes of a problem, and the predicted outcomes (effect).

6. Spatial

> Presents data logically in terms of geographical units.

Report Structure (4)

7. Topical

> Organizes information around major topics of discussion.

8. Compare/Contrast

> Examines two or more items in terms of common criteria, in order to discover similarities and differences.

Professional Business Writing

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Reports - Formality

Cover	Title Page	Introduction
Title Page	Table of Contents	Body
Transmittal	Executive Summary	Conclusions
Table of Contents	Body	Recommendations
List of Illustrations	Introduction	
Executive Summary	Body	
Body	Conclusions	
Introduction	Recommendations	
Body		
Conclusions		
Recommendations		
References/Works Cited		
Appendixes		
Questionnaires		
Interviews		
Computer Printouts		
Related Documents		

Writing Formal Reports

➢ Title page

 ➢ Title of the report

  ➢ Informative

 ➢ Person or organization to whom the report is prepared

  ➢ Job title, organization's name, and location.

 ➢ Person or group of persons who prepared the report

  ➢ The person's title, organization's name, and location

 ➢ The release date

Slated for Success

RAC Inc. Expanding to South Korea

Prepared for

Ms. Katie Nichols
CEO of RAC Inc.
Grand Rapids, Michigan, 49503

Prepared by

JASS LLC
Jordan Koole
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Allendale, MI 49401

April 21, 2011

Writing Formal Reports

- Letter of transmittal
  - Purpose: to orient the reader to the report and build a good image of the report and the writer.
  - Organization:
    - Transmit your report: Tell when and by whom it was authorized and the purpose it was to fulfill
    - Summarize your conclusions and recommendations
    - Mention any points of special interest
    - Point out additional research that is necessary, if any.
    - Thank the audience for the opportunity to do the work and offer to answers questions.

Writing Formal Reports

- Table of contents

  - List the headings exactly as they appear in the body of the report

  - If report <25 pages: list all levels of headings

    If report >25 pages: pick a level

- List of illustrations

  - Enables the audience to refer to visuals

  - Tables & figures

Table of Contents

List of Illustrations

Writing Formal Reports

- ➤ Executive summary/Abstract

  - ➤ Summary Abstracts

    - ➤ Represents the recommendations and their proof.

    - ➤ Give the most useful information in the shortest space.

  - ➤ Descriptive Abstracts

    - ➤ Indicates topics covered in the report, but do not summarize what the report says about each topic.

    - ➤ The audience can not tell what the report tells about the topic.

Slated for Success

RAC Inc. Expanding to South Korea

Executive Summary

To continue growth and remain competitive on a global scale, RAC Inc. should expand its business operations into South Korea. The country is a technologically advanced nation and would provide a strong base for future expansion. Slate tablet competitors of RAC Inc. in South Korea are doing quite well. Since RAC Inc. can compete with them in the United States, we are confident that RAC can remain on par with them in this foreign market.

The research we have done for this project indicates that this expansion will be profitable, primarily because the South Korean economy is flourishing. The workforce in South Korea is large, and finding talented employees to help set up and run the facility will be easy. In addition, the regulations and business structure are similar to those in the United States and will provide an easy transition into this foreign nation. The competition will be fierce; however, we believe that RAC Inc. will be profitable because of its track record with the Notion Tab in the United States.

To ensure a successful expansion, JASS LLC recommends the following:

1. **RAC Inc. should establish its headquarters and manufacturing plant in Busan.**
   - Purchase a building to have a place to begin manufacturing the Notion Tab.
   - Educate RAC employees about South Korean culture and business practices before they begin working directly with South Koreans to avoid being disrespectful.
   - Explore hiring South Koreans; the available workforce is large.
   - Ensure that the Notion name is appropriate when translated into Korean. If not, change the name to better market the product.
   - Market and sell the product in both Busan and Seoul.

2. **After one year RAC should determine the acceptance and profitability of the expansion.**
   - Conduct a customer satisfaction survey with people who purchased the Notion Tab living in Seoul and Busan to determine the acceptance of the product.
   - Compare and contrast first-year sales with a competitor's similar product.

3. **If the tablet is competitive and profitable, RAC Inc. should expand its product line into all large cities in South Korea.**
   - To gain an edge on the competition, create a marketing plan that will offer the Notion Tab at some discount in the new cities.
   - Explore integrating other RAC Inc. products into South Korea. These products could also be manufactured at the new manufacturing plant in Busan.

Writing Formal Reports

- Introduction
  - Purpose
    - Identifies the problem the report addresses.
  - Scope
    - Identifies how broad an area the report surveys.
  - Assumptions
    - Statements you assume are true to support your final point.
  - Methods
    - Show how you collected information for the report
    - If it is more than a paragraph or 2 you can add it in a separate section from the introduction
  - Limitations
    - Making your recommendations less valid or valid under certain conditions
  - Criteria
    - The factors or standards that you are considering
  - Definitions
    - Define technical terms if you expect the audience not to understand them

Introduction

To avoid getting left behind by competition in global expansion, RAC Inc. has contacted JASS LLC to perform an analysis about expanding into South Korea. JASS has researched South Korea to determine if RAC Inc. will be successful in expanding into this foreign market.

Purpose and Scope

RAC Inc. is a successful business in the United States and has had substantial growth over the last five years. With their competitors beginning to venture into foreign markets to gain more global market share, RAC Inc. is looking to expand into the international market as well. The purpose of our research is to decide whether or not RAC Inc. should expand its business into South Korea.

This report will cover several topics about South Korea including their government, economy, culture, technology market competition, and possible locations. Our research will not include any on-site research in South Korea. We are also not dealing directly with the South Korean people.

Assumptions

The recommendations that we make are based on the assumption that the relationship between North and South Korea will remain the same as of the first part of 2011. We are also assuming that the technological state of South Korea will remain constant and not suffer from a natural disaster or an economic crash. In addition, we assume that the process of expansion into South Korea is the same with RAC Inc. as it has been with other American companies. Another assumption that we are making is that RAC Inc. has a good name brand and is competitive in the United States with Apple, Samsung, LG and other electronic companies.

Methods

The information in our report comes from online sources and reference books. We found several good sources, but the best information that we obtained came from The Central Intelligence Agency's *World Factbook*, the U.S. Department of State, World Business Culture, and Kwintessential. These resources have given us much useful information on which we have based our recommendation.

Limitations

The information in the report was limited to what we retrieved from our sources. We were not able to travel to South Korea to conduct on-site research. JASS was also limited by the language barrier that exists between the United States and South Korea. Other limitations exist because we have not been immersed in the Korean culture and have not gotten input from South Koreans on the expansion of companies into their country.

Definitions

There are a few terms that we use throughout the report that we would like to explain beforehand. The first term is slate tablet, an industry term, which from this point on is referred to as a tablet. Another term we would like to clarify is the city Busan. Some sources referred to it as Pusan. From this point forward, we use only Busan. An abbreviation we use is GDP, which stands for gross domestic product. The South Korean and United States Free Trade Agreement signed in 2007 is abbreviated as KORUS FTA, its official name in the United States government.

Writing Formal Reports

> Body

> The longest section in the report

> Analyze causes of the problem and offer possible solutions

> Data to support you argument, appropriate visuals and explanatory tests

> Use headings, forecasting statements, and topic sentences.

> Remember to cite your sources.

Criteria

JASS LLC has established criteria that need to be favorable before we give a positive recommendation about South Korea. The criteria include the government, economy, culture, and market competition. We have weighted our criteria by percentages:

- Government = 20%
- Economy = 20%
- South Korean culture = 20%
- Market possibilities and competitors = 40%

We will examine each separately and give each criterion a favorable or not favorable recommendation. Market competition is weighted the heaviest and must be favorable or somewhat favorable for us to give a positive recommendation. Market competition can be given a favorable, nonfavorable, or somewhat favorable recommendation based on various external factors in the marketplace. We need a minimum of a 70% total to give a positive recommendation overall.

Government

South Korea is recognized as a republic government by the rest of the world. A republic government is a democracy where the people have supreme control over the government (South Korea: Political structure, 2009). This foundation makes it similar to the United States' democracy. There is a national government as well as provincial-level governments (similar to state-level governments) with different branches. Larger cities, like Seoul and Busan, have their own city government as well. The government is considered multipartied and has multiple parties vying for positions (South Korea: Political structure, 2009). The Republic of South Korea shares its power among three branches of government, thus providing checks and balances inside the government. The three branches of the government are the presidential, legislative, and judicial (U.S. Department of State, 2010). In this section, we will discuss government control, business regulations, taxes, free trade, and concerns about North Korea.

Government Control

The Grand National Party (GNP) controls the major policy-making branches of the government. President Lee Myung-Bak and Prime Minister Kim Hwang-Sik are both members of the GNP. Winning control of the National Assembly in April 2008 (South Korea: Political structure, 2009), the GNP is considered the conservative party in South Korea and is similar to the Republican Party in the United States. Their policies favor conservatism and are considered pro-business (Grand National Party, 2011). RAC Inc. should not expect much interference from the government with their business venture into South Korea, unless the GNP loses control of the government in the next election.

Business Regulations

South Korea ranks 16th on the ease of doing business index (World Bank Group, 2011a). This index measures the regulations that a government imposes on businesses and how easy it is to start and run a business in a given country. Factors this index measures include the ease of starting a business, doing taxes, and enforcing contracts. For comparison, the United States is ranked fifth on this list (World Bank Group, 2011b). While there are more regulations on business in South Korea, they are still near the top of the list. The relatively low rating on regulation can be due in part to the Grand National Party controlling the government. There are a few general regulations that RAC Inc. should know before going into South Korea. For more specific business regulations, RAC Inc. may need to do further research before expanding.

South Korea has been known for having long workweeks and long working days. South Korea leads the world in hours worked with an average of 2,357 hours per worker per year (Olson, 2008). However, the government has recently passed laws regulating the workweek. In 2003, they shortened their workweek from six days down to the traditional five-day workweek within the public sector. They also shortened the workweek for the public sector down to 40 hours a week (Kirk, 2001). The private sector, however, continues to work long hours because it has not yet been regulated. But the government hinted at regulating the private sector in the future when the public sector law was passed (Kirk, 2001). Nonetheless, no legislation has come through the National Assembly, and South Koreans continue to be the hardest-working people in the world.

The South Korean government has also been known to have strong import restrictions placed on companies (Central Intelligence Agency, 2011). As a result, companies have been forced to gather resources from South Korea instead of importing them. This approach helped South Korea grow its GDP and other economic health measures. It has also influenced the South Korean consumers' view of foreign products.

RAC Inc. may need to be concerned about these regulations when expanding to South Korea. In general, however, regulations on business in South Korea are similar to those of the United States because of the closeness in government structures. While the conservative Grand National Party is in control of the major branches of the government, they are likely to shoot down any attempts at business regulations. The result is that future regulations on business in South Korea will remain low.

Taxes

The total tax rate in South Korea is lower than that of the United States. (The total tax rate measures all of the mandatory taxes that a company has to pay on their operations in a given country.) The United States has a 46% tax rate, while South Korea has only a 29% tax rate (World Bank Group, 2011a, 2011b). This lower rate means that a company is able to keep more of their profits in South Korea than in the United States. Lower taxes are a positive factor for RAC Inc. to consider.

Free Trade

In June 2007, South Korea and the United States announced that they had drafted a free trade agreement with each other known as the KORUS FTA (Manyin, 2007). Even though it has been agreed upon since that date, neither nation's legislature has ratified the agreement. Ratification stalled in 2007 because of concerns by a Democratic-controlled congress in the United States and opposition lead by current President Barack Obama. In 2010, President Obama got both sides back together and drafted a new agreement that is pending the approval of both nations' legislatures (AFP, 2010). The highlights of the agreement are an immediate reduction of tariffs and duty-free trade on 95% of all goods exchanged between the countries in three years. In 10 years, all tariffs will be eliminated between the two nations. There would be access between the two countries' service sectors, allowing for faster international deliveries between the two nations (Office of the U.S. Trade Representative, 2011).

The KORUS FTA will be a positive for potential companies expanding into the region by creating a stable political and economic relationship between the United States and South Korea. KORUS FTA will give companies an open door into the region and an ability to conduct business with little to no interference between the governments. However, both nations' legislatures need to ratify the agreement before this trade agreement can make positive impacts for RAC Inc.

Concerns about North Korea

North and South Korea have been separated since 1945. These two countries were at war between 1950 and 1953. Since this conflict, there have been moments of tension, including some moments in 2010. Currently there is no escalation of hostilities (U.S. Department of State, 2010). We are assuming this state of conflict will not change in the near future. Improved relations would be ideal for the region, the world, and RAC Inc.

Summary

JASS LLC believes that South Korea's politics favor RAC Inc. expanding into the country. The Grand National Party allows for a favorable government for all businesses. South Korea has low regulations by the government, and they have lower taxes. The restrictions on importing and future workweek regulations are factors that need to be researched more by RAC Inc. if they decide to expand their operations. The KORUS FTA shows the stable relations between the United States and South Korea. The situation with North Korea is as stable as can be at this time. These factors allow JASS to give the government criterion a favorable rating.

Economy

South Korea's economy is considered one of the largest in the world. According to the CIA's *World Factbook*, the country recently became part of the top 20 economies in the world. They are considered a high-tech industrialized country (2011). Major industries in South Korea's economy include electronics, telecommunications, automobile production, chemicals, ship building, and the steel industries. Natural resources from South Korea include coal, tungsten, graphite, molybdenum, lead, and hydropower (U.S. Department of State, 2010). Not only is South Korea one of the largest economies in the world, it is one of the fastest growing. Economic growth, along with the GDP, imports and exports, and currency will be addressed in this section.

Economic Growth

World War II and the Korean War ravished the country and its economic base, and the country has had to rebuild its entire economy. Their GDP was among the poorest in the world in 1960. Since then, South Korea has had record growth in economic measures such as GDP and GDP per capita (South Korea's GDP Growth, 2010). According to the CIA's *World Factbook*, "a system of close government and business ties, including directed credit and import restrictions, made this success possible. The government promoted the import of raw materials and technology at the expense of consumer goods, and encouraged savings and investment over consumption" (2011). Figure 1 shows how the economy of South Korea has grown over time using GDP as a measure.
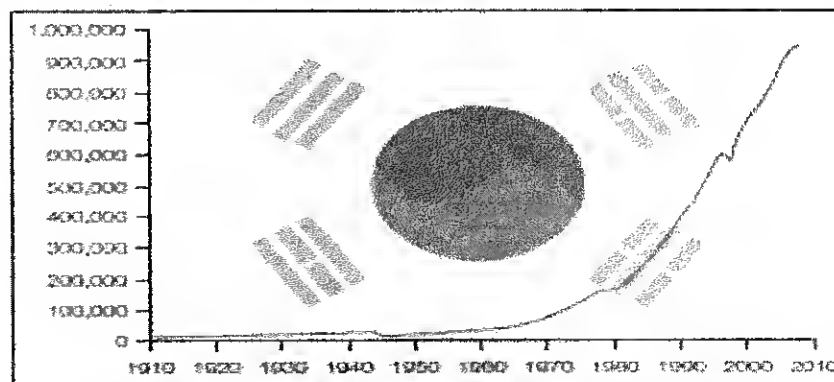
Figure 1: South Korea's GDP (PPP) Growth from 1911 to 2008 (Source: South Korea's GDP Growth, 2010)

Writing Formal Reports

- Conclusions and Recommendations
  - Conclusion: summarizes points you have made in the body of the report
  - Recommendations: action items that would solve the problem
  - These sections are usually combined when they are short
  - No new information should be included in this section

*Conclusions report
state inside of the report:
Recommendations are
actions that audience
should take.*

Conclusions and Recommendations

*Recommendations are for
Business and Government that is
at the beginning of the report.*

All of the research that we have done supports the decision to expand into South Korea. The government, economy, and culture criteria all received favorable recommendations for a total of 60%. Market possibilities and competition received half support for an additional 20%. Together, South Korea has earned 80% based on our criteria.

Therefore, we believe that RAC Inc. could profitably expand into South Korea. The Notion Tab is a high-quality product, and it will be easily integrated into this technologically advanced county. In conclusion, we recommend that RAC Inc. should expand into South Korea.

To ensure a successful expansion, JASS LLC recommends the following:

Numbering parts makes it easier for the audience to follow is not difficult chapter.

1. **RAC Inc. should establish its headquarters and manufacturing plant in Busan.**
   * Purchase a building to have a place to begin manufacturing the Notion Tab.
   * Educate RAC employees about South Korean culture and business practices before they begin working directly with South Koreans to avoid being disrespectful.
   * Explore hiring South Koreans: the available workforce is large.
   * Ensure that the Notion name is appropriate when translated into Korean. If not, change the name to better market the product.
   * Market and sell the product in both Busan and Seoul.

Make sure all items in a list are parallel.

2. **After one year RAC should determine the acceptance and profitability of the expansion.**
   * Conduct a customer satisfaction survey with people who purchased the Notion Tab living in Seoul and Busan to determine the acceptance of the product.
   * Compare and contrast first-year sales with a competitor's similar product.

3. **If the tablet is competitive and profitable, RAC Inc. should expand its product line into all large cities in South Korea.**
   * To gain an edge on the competition, create a marketing plan that will offer the Notion Tab at some discount in the new cities.
   * Explore integrating other RAC Inc. products into South Korea. These products could also be manufactured at the new manufacturing plant in Busan.

Because many readers turn to the "Recommendations" first, provide enough information so that section is clear all by itself. The ideas in this section must be logical extensions of the points made and supported in the body of the report.

Five Basic Steps for Writing Any Report:

1. Define the problem.

2. Gather the necessary data and information.

3. Analyze the data and information.

4. Organize the information.

5. Write the report.

Variety of Reports

➤ **Formal Reports:** contain formal elements such as a title page, a transmittal, a table of contents, and a list of illustrations.

➤ **Informal Reports:** may be letters and memos or even computer printouts of production or sales figures.

Reports can be called:

- **Information reports:** if they collect data for the reader

- **Analytical reports:** if they interpret data but do not recommend action

- **Recommendation reports:** if they recommend action or a solution

- **Accident reports** can simply list the nature and causes of accidents in a factory or office. These reports can also analyze the data and recommend ways to make conditions safer.

- **Credit reports** can simply summarize an applicant's income and other credit obligations. These reports can also evaluate the applicant's collateral and creditworthiness and recommend whether or not to provide credit.

- **Progress and interim reports** can simply record the work done so far and the work remaining on a project. These reports can also analyze the quality of the work and recommend that a project be stopped, continued, or restructured.

- **Trip reports** can simply share what the author learned at a conference or during a visit to a customer or supplier. These reports can also recommend action based on that information.

- **Closure reports** can simply document the causes of a failure or possible products that are not economically or technically feasible under current conditions. They can also recommend action to prevent such failures in the future.

The Report Production Process:

> Plan to spend significant time analyzing your data, revising drafts, and preparing visuals and slides.

> Begin analyzing your data as you collect it; prepare your list of sources and drafts of visuals as you go along.

> Start writing your first draft before the research is completed

> Save at least one- fourth of your time at the end of the project to think and write after all your data are collected.

Report Structure

- Reports principally consist of 3 sections:

    - Beginning

    - Middle

    - End

The Beginning

➢ Usually in paragraph form (i.e. a variety of sentence structures introducing the topic)

➢ **Executive Summary** (outlining the report), especially in longer reports.

e.g. *This report aims at outlining the workplace problems and suggesting remedial solutions.*

The Middle

> A logical structure all along

> Using headings when appropriate

> Using graphics and illustrations – bold, capital letters, graphs, tables, charts, lists, etc.

The End

➢ To reach, present a conclusion

➢ To pull together the content

➢ To end positively

Paragraphs

A paragraph is a group of sentences in a sequence developing **one** idea

It is best used in:

➢ The beginning

➢ The end

➢ The middle parts that require description, persuasion, or clarification

Sentences

> There are 3 types of sentences that can be used:

> > **A simple sentence**

A sentence with one subject and one verb

e.g. Last year, <u>the sales</u> **were** much higher than this year.

Complex/Compound Sentences

- **A compound/complex sentence**

A sentence with more than one subject and verb

Examples:

- Last year, <u>the sales</u> **were** higher, and <u>the performance</u> **was** better.

NB: *and – so – but* are preceded by a comma when separating 2 simple sentences.

Positions of 'and' in the sentence

AND has 3 possible positions in the English sentence:

1. **Between 2 <u>items</u> (nouns, verbs, etc.)**
I signed the contract and submitted it.

2. Between 2 <u>independent clauses</u>:
I signed the contract, and I submitted it.

3. Before the last item in a <u>list</u>:
I read the contract, signed it, and submitted it.

Complex/Compound Sentences

> Last year, the sales were higher; moreover, the performance was better.

> Last year, the sales were higher. Moreover, the performance was better.

NB: Both a period (.) or a semi-colon (;) can be used before linking words. A comma (,) is **always** used after linking words.

Complex/Compound Sentences

- **Examples of linking words:**
- Moreover, also, furthermore, In addition, Finally… (they all mean *and*)
- However, nevertheless, on the other hand … (they all mean *but*)
- Therefore, thus, consequently, hence… (they all mean *so*)
- Similarly, likewise…
- For instance, for example, in other words, to illustrate…

Lists

> Lists are either bullets or numbers. They are used to:
> > Create a strong optical effect for the reader
> > List important points
> > Explain a sequence or order

> In both cases, they can be a list of:
> > Words
> > Fragments
> > Sentences

In lists of words and fragments, punctuation can be open or closed. In lists of sentences, punctuation is **always** closed.

*No punctuation (full stop) :(*

must using punctuation

Tables and charts

- They are used best when displaying figures and numbers
- Charts include:
  - Bar graphs
  - Linear graphs
  - Pie charts
- All such visual aids must have a title and adequate description.

The report skeleton

➤ The best reports include a combination of:

  ➤ **Paragraphs** (used in the beginning and the end – sometimes in the middle)
  ➤ **Lists** (in the middle)
  ➤ **Tables** and/or **charts** (in the middle)

A step-by-step approach

> **Plan your report**

Take a few minutes to think of your purpose, audience, content, etc.

> **Brainstorm**

Draft a list of ideas/sub-ideas to be included in your report

> **Outline**

Draw a skeleton for your report (beginning, middle, end)

A step-by-step approach

Decide on the nature of each section in your report: paragraph, table, list, etc.

➢ **Draft:**

Start drafting your report.

➢ **Edit**:

Remember: Write first, edit later. While editing, review your sentence structure, punctuation, grammar, and spelling.

The End

Now you are ready to write any report!

Business Writing
Types of Sentences
The Compound Sentence

Types of sentences

There are 3 major types of sentences in the English language:

- The Simple Sentence
- The Compound Sentence
- The Complex Sentence

The Simple Sentence

The Simple Sentence consists of **one** clause.

A Clause → Subject + Verb

Ex: John works for OC

→ **Subject + Subject + Verb**

Ex: John and Mary work for OC

→ **Subject + Verb + Verb**

Ex: John lives in Heliopolis and works for OC

The Simple Sentence

When a Clause can stand alone and give a complete meaning, it is called an independent clause.

Ex: *Working for OC (Fragment)

A Fragment is an incomplete sentence because it is missing:

➢ A Subject

➢ A Verb

➢ A Subject and a Verb

The Simple Sentence

The Subject can be one of the following:

1. A **Name**: John
2. A **Countable Noun**: The engineer
3. An **Uncountable Noun**: Money
4. An **Infinitive**: To work
5. A **gerund**: Working

The Countable Noun

Countable nouns can be singular or plural.

In the singular form they take:

➢ a/an

➢ One

➢ Each, every

➢ A single

The Countable Noun

In the plural form they take:

- Many
- A number of
- Several
- Numerous
- Various
- Different
- Some/ A lot of
- Few, a few

The Uncountable Noun

The Uncountable nouns are the nouns that cannot take 's'.

Examples:

1. **Abstract Nouns**: Knowledge, Work, Honesty, Love, etc.

2. **Food Materials**: Water, Sugar, Cheese, etc.

3. **Special Cases**: Information, Furniture, Equipment, Advice, research, etc.

The Uncountable Noun

- It always takes a singular verb (+s)
- It is never in the plural form (never takes 's')
- They are often preceded by words like:

Much, an amount of, some, a lot of, little, a little.

The Verb

Verbs give the meaning to the sentence.

They come in 2 shapes:

➢ Forms

➢ Tenses

Forms:

1. **Base Form**: eat

2. **Present Form**: eat(s)

3. **Past Form**: ate

4. **Past Participle**: eaten

The Verb

The verb must have a tense in order to give a meaning to the sentence.

There are 3 major tenses:

➢ Past

➢ Present

➢ Future

Tenses

	Past	Present	Future
Simple	Ate	Eat(s)	Will eat
Continuous	Was/were eating	Am/is/are eating	Will be eating
Perfect	Had eaten	Has/Have eaten	Will have eaten
Perfect Continuous	Had been eating	Has/have been eating	Will have been eating

The Compound Sentence

➢ It is the combination of 2 simple sentences, or 2 independent clauses.

➢ There are 3 major ways to form a compound sentence:

1. Using a comma + conjunction

   for *(fanboys)* → *so*
   and *nor* *but* *or* *yet*

2. Using a semi-colon (;)

3. Using a transition word.

The Compound Sentence

Using a conjunction:

Example:

➢ Last year, <u>the sales</u> **were** higher, and <u>the performance</u> **was** better.

NB: *and, so, but, etc.* are **always** preceded by a comma. *for, or, nor*

Positions of 'and' in the sentence

AND has 3 possible positions in the English sentence:

1. **Between 2 <u>items</u> (nouns, verbs, etc.)**

I signed the contract and submitted it.

2. Between 2 <u>independent clauses</u>:

I signed the contract, and I submitted it.

3. Before the last item in a <u>list</u>:

I read the contract, signed it, and submitted it.

optional

but it's better to write it

The Compound Sentence

Using a semi-colon:

Example:

small not Capital

➢ Last year, <u>the sales</u> **were** higher; <u>the performance</u> **was** better.

The semi-colon is used between 2 independent clauses when they are:

1. Short

2. Discussing the same idea

NB: Following the (;) is a small letter.

The Compound Sentence

Using a Transition (Linking) word:

➢ Last year, the sales were higher; moreover, the performance was better.

after

before

➢ Last year, the sales were higher. Moreover, the performance was better.

NB: Both a period (.) or a semi-colon (;) can be used before linking words. A comma (,) is **always** used after linking words.

The Compound Sentence

> **Examples of linking words:**

> Moreover, also, furthermore, In addition, Finally… (they all mean *and*)

> However, nevertheless, on the other hand … (they all mean *but*)

> Therefore, thus, consequently, hence… (they all mean *so*)

> Similarly, likewise… صحيح أنواع اكتر

> For instance, for example, in other words, to illustrate…

Never use (so) in start of any word.

Activity

> Join the following independent clauses in 5 different ways:

a) I had a lot of work.

b) I went home early.
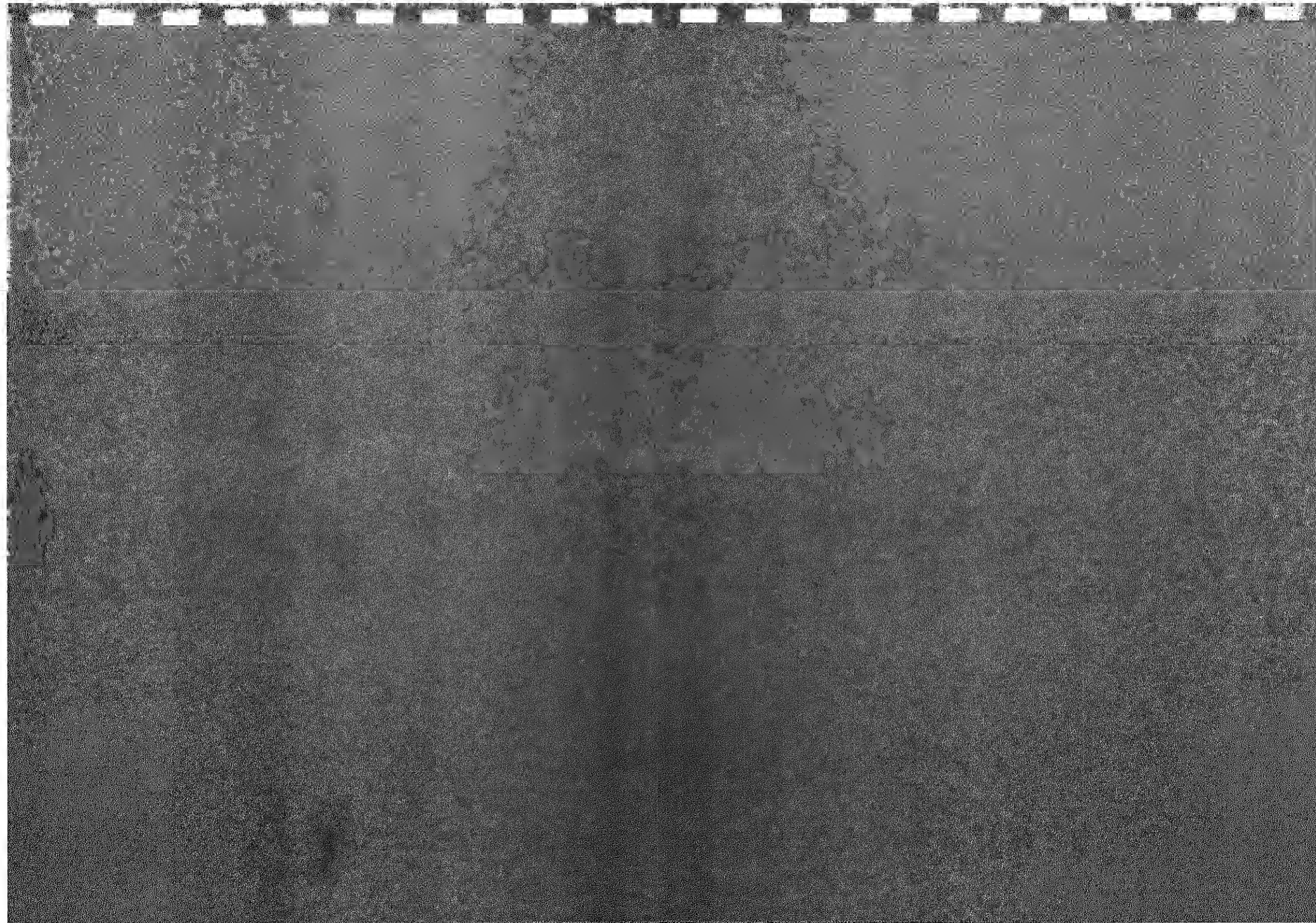
The Complex Sentence

There are mainly2 types of complex sentences:

➤ **Adjectival Clause (Relative Clause)**

Using a relative pronoun

➤ **Adverbial Clause**

Using an adverb

The Complex Sentence

1. Using a Relative Pronoun:

Who, whom, which, that, whose, when, where.

Who → People/Subject + V

Whom → People/Object + S + V

Which/That → Non-human + (S) + V

Whose → People/Things (Possessive) + S + V

When → Time + S + V

Where → Place + S + V

Activity

Combine the following sentences using the correct relative pronoun

Business Writing
Types of Sentences
The Complex Sentence

The Complex Sentence

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Activity

Combine the following sentences using the correct relative pronoun

The Complex Sentence

2. Using an Adverbial Clause (Adverb):

- Time

- Manner

- Condition

- Cause/Effect

- Opposition/Contrast

- Comparison

- Place

See handout for a complete list of the adverbs

The Complex Sentence

Example:

➤ **Before** you take a language course, you should sit for a placement test.

➤ You should sit for a placement test **before** you take a language course.

The Complex Sentence

> **Exception:**

> *The comma preceding the adverb is <u>optional</u> only with the adverbs of contrast.*

> <u>**Even though**</u> he took his driving test five times, he still hasn't passed it.

> He still hasn't passed his driving test <u>**even though**</u> he took it five times.

> He still hasn't passed his driving test, <u>**even though**</u> he took it five times.

The Complex Sentence

There are mainly 2 types of complex sentences:

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➢ **Adverbial Clause**

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The Complex Sentence

2. Using an Adverbial Clause (Adverb):

- Time
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- Cause/Effect
- Opposition/Contrast
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See handout for a complete list of the adverbs
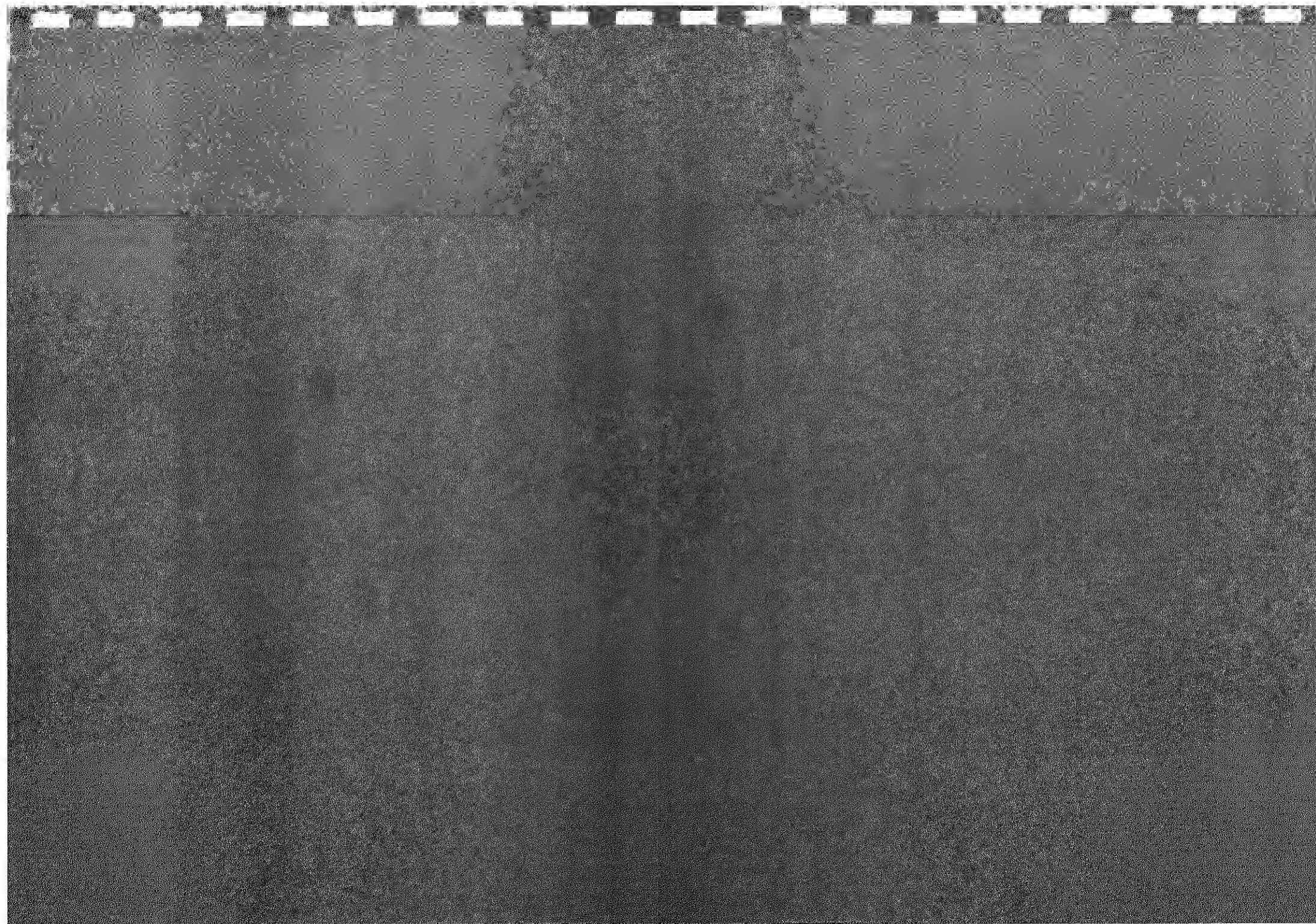
The Complex Sentence

Example:

➤ **Before** you take a language course, you should sit for a placement test.

➤ You should sit for a placement test **before** you take a language course.

The Complex Sentence

➤ **Exception:**

➤ *The comma preceding the adverb is <u>optional</u> only with the adverbs of contrast.*

➤ **<u>Even though</u>** he took his driving test five times, he still hasn't passed it.

➤ He still hasn't passed his driving test **<u>even though</u>** he took it five times.

➤ He still hasn't passed his driving test, **<u>even though</u>** he took it five times.

Professional Business Writing

ORASCOM
CONSTRUCTION

2016

By: Fikry Boutros

Adapted from: Locker, Business and Administrative Communication

Report Structure

> Reports principally consist of 3 sections:

  > Beginning

  > Middle

  > End

The Beginning

> Usually in paragraph form (i.e. a variety of sentence structures introducing the topic)

> **Executive Summary** (outlining the report), especially in longer reports.

e.g. *This report aims at outlining the workplace problems and suggesting remedial solutions.*

The Middle

- ➢ A logical structure all along
- ➢ Using headings when appropriate
- ➢ Using graphics and illustrations – bold, capital letters, graphs, tables, charts, lists, etc.

The End

> To reach, present a conclusion

> To pull together the content

> To end positively

Paragraphs

A paragraph is a group of sentences in a sequence developing **one** idea

It is best used in:

- The beginning
- The end
- The middle parts that require description, persuasion, or clarification

Positions of 'and' in the sentence

AND has 3 possible positions in the English sentence:

1. **Between 2 items (nouns, verbs, etc.)**

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3. Before the last item in a list:

I read the contract, signed it, and submitted it.

Lists

- Lists are either bullets or numbers. They are used to:
  - Create a strong optical effect for the reader
  - List important points
  - Explain a sequence or order

- In both cases, they can be a list of:
  - Words
  - Fragments
  - Sentences

  In lists of words and fragments, punctuation can be open or closed. In lists of sentences, punctuation is **always** closed.

Tables and charts

> They are used best when displaying figures and numbers

> Charts include:
>> Bar graphs
>> Linear graphs
>> Pie charts

> All such visual aids must have a title and adequate description.

The report skeleton

> The best reports include a combination of:

> **Paragraphs** (used in the beginning and the end – sometimes in the middle)

> **Lists** (in the middle)

> **Tables** and/or **charts** (in the middle)

A step-by-step approach

- **Plan your report**

Take a few minutes to think of your purpose, audience, content, etc.

- **Brainstorm**

Draft a list of ideas/sub-ideas to be included in your report

- **Outline**

Draw a skeleton for your report (beginning, middle, end)

A step-by-step approach

Decide on the nature of each section in your report: paragraph, table, list, etc.
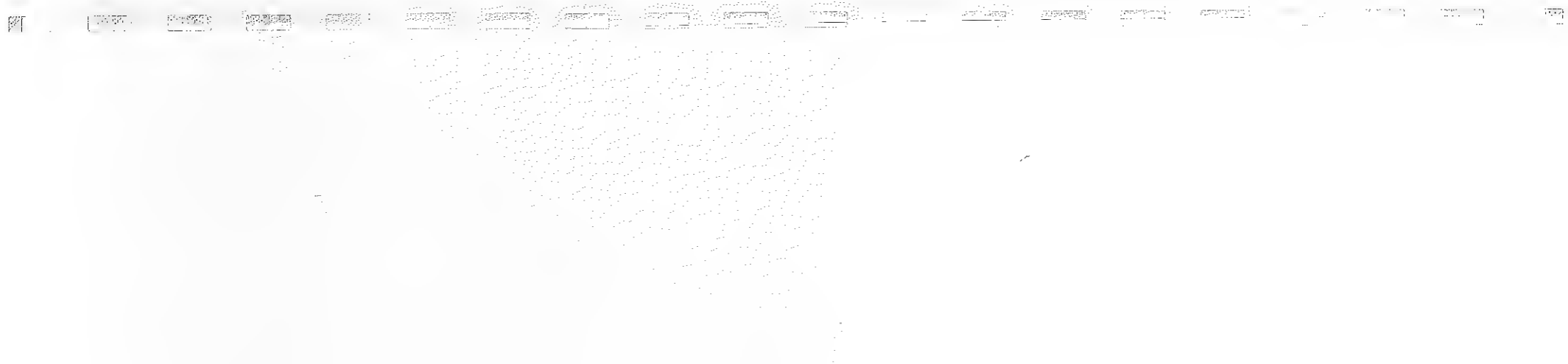
➤ **Draft:**

Start drafting your report.

➤ **Edit:**

Remember: Write first, edit later. While editing, review your sentence structure, punctuation, grammar, and spelling.

The End

Now you are ready to write any report!
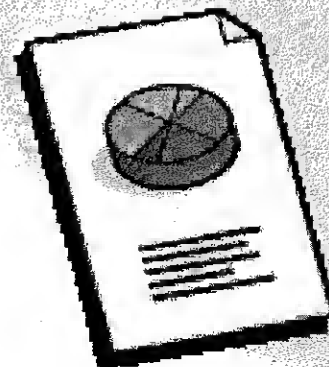
Illustrating the Report Using Visual Aids
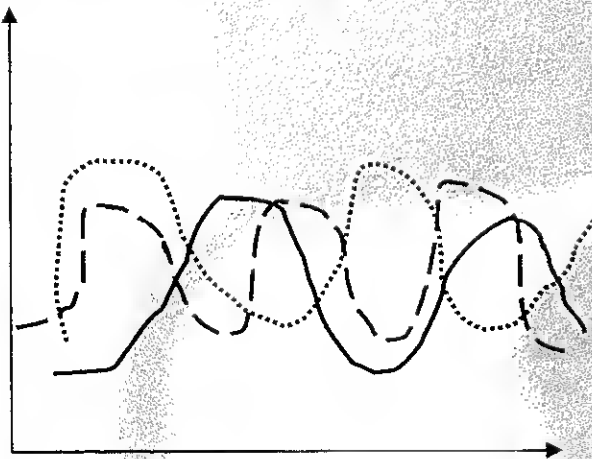
Illustrating the Report

Use visual aids to:

- Emphasize
- Clarify/Simplify
- Reinforce
- Summarize

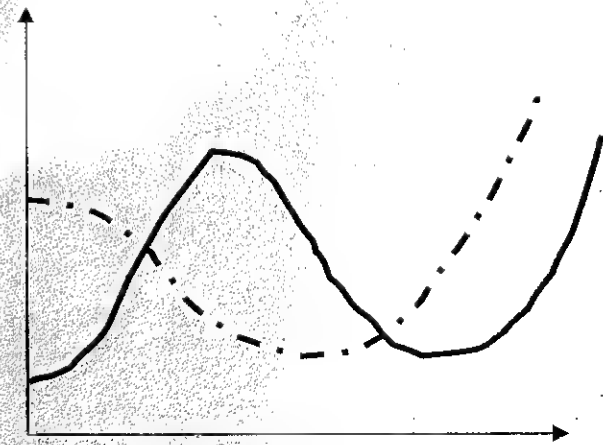- Add interest
- Improve credibility
- Increase coherence

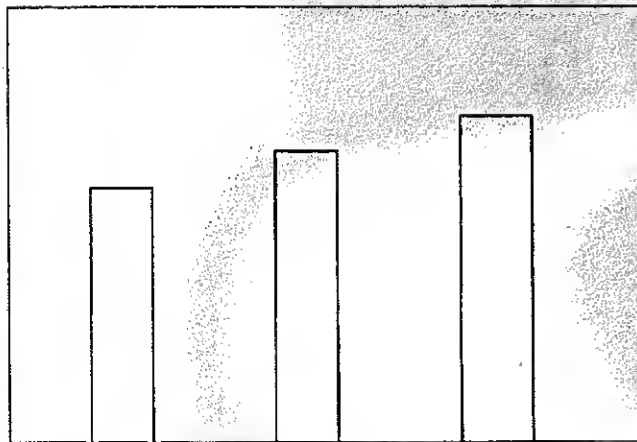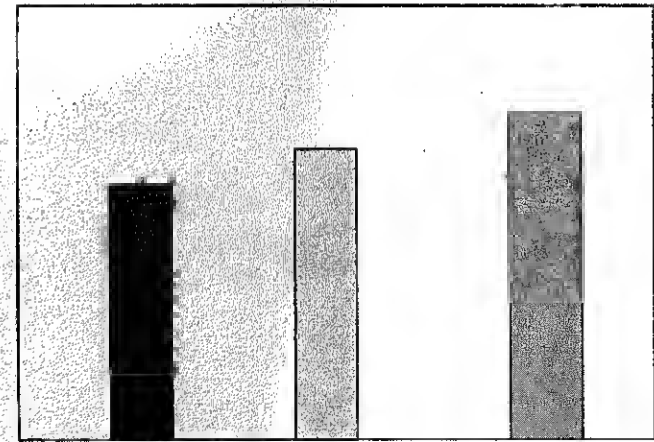# Criteria for Visual Aids (1)

Simplicity

No
simplicity

Simplicity

Criteria for Visual Aids (2)

Contrast

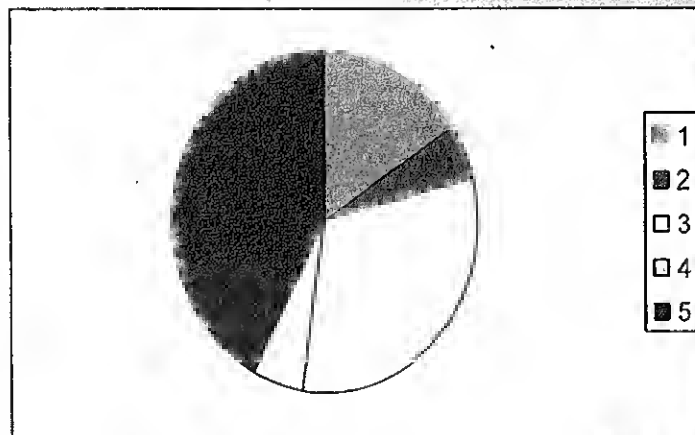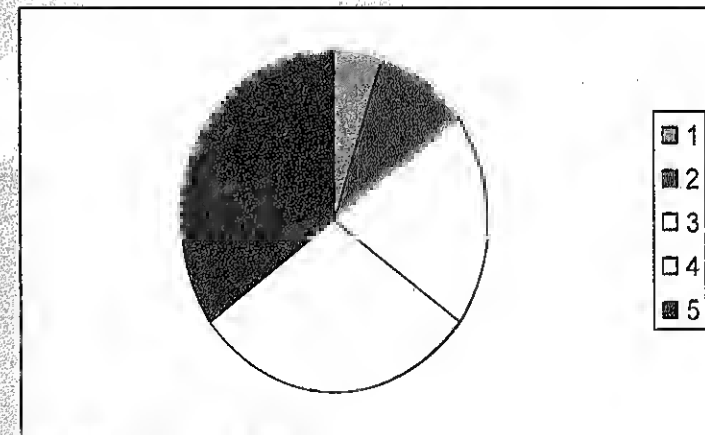No contrast   Contrast

Criteria for Visual Aids (4)

Balance:

No
Balance

Balance

Creating Visual Aids: Bar Charts

Uses :

➢ Compares discrete, quantitative information.

➢ Provides a quick visual comparison of the relationships between or among components.

Creating Visual Aids: Bar Charts

Guidelines:

➢ All bars must be the same width, and the space between the bars should be constant.

➢ Units should be spaced evenly on the axes, and axes should be labeled.

➢ Label the chart.

➢ In multiple bar charts, use shading or color to differentiate between the categories.

Creating Visual Aids: Pie Charts

Uses:

➤ Compares proportions, or parts that make up a whole.

➤ Less effective than bar charts in comparing absolute amounts.

Creating Visual Aids: Pie Charts

Guidelines:

➢ Limit the number of segments to 8.

➢ Balance the segments.

➢ Label the chart.

➢ Show segment values accurately.

➢ Keep the chart simple, and use color and shading sparingly.

Creating Visual Aids: Line Graphs

Uses:

➢ Shows the relationship between two variables.

➢ Should not be used to compare obviously independent items (such as sales by district).

Creating Visual Aids: Line Graphs

Guidelines:

➢ Make sure the graph is big enough.

➢ Use the x axis for the method of classification.

➢ Use the y axis for the value that varies as a result.

➢ Avoid distortion; the y axis should be about ¾ the length of the x axis, and distance between units should be kept constant.

➢ Label the graph and the axis.

Creating Visual Aids: Tables

Uses:

➢ Summarizes detailed or complex information.

➢ Allows comparison of exact figures, rather than trends.

Creating Visual Aids: Tables

Guidelines:

➢ Place data to be compared into columns rather than rows.

➢ Label the table, the columns and rows.

➢ Keep the information simple, and avoid duplication (such as stating both units and percentage).